



CAMDEN CITY GARDEN CLUB, INC

Operator

Camden Children's Garden

3 Riverside Drive

Camden, NJ 08103

[www.camdenchildrensgarden.org](http://www.camdenchildrensgarden.org)



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**For: Immediate Release**

**\*\*\* MEDIA ALERT \*\*\* GREAT VISUALS**

**10:30am** May 2<sup>ND</sup> @ the Community Garden at 9<sup>th</sup> & Sylvan Streets in Camden, NJ

**Camden Children's Garden/Camden City Garden Club Partners With Campbell's® "Help Grow Your Soup!" Campaign To Expand Camden's Community Gardens**

CAMDEN, N. J. (April 20, 2009) — **At 10:30am** on May 2, as part of *Campbell's*® "Help Grow Your Soup!" Campaign, members of the Camden Children's Garden/Camden City Garden Club and other area organizations will begin planting *Campbell's* tomato plants to enhance Camden's community gardens and promote sustainable agriculture. Along with *Campbell's* tomato plants, trees donated by the New Jersey Tree Foundation will augment the already-productive community garden at the Woodland Avenue Presbyterian Church at Ninth and Sylvan Streets in Camden. Helping to plant the tomatoes and the trees on May 2 will be volunteers from AmeriCorps, the National FFA Organization (Future Farmers of America), Campbell Soup Company, Camden's Faith-Based Initiative, the N.J. Tree Foundation, and the Camden Children's Garden, as well as Youth Program staffers from the Camden City Garden Club.



**Campbell's Tomatoes**

For the first time in its century-plus history, the Campbell Soup Company is making available to the American public specially cultivated seeds used to grow tomatoes for its iconic *Campbell's*® Tomato Soup. Future Farmers of America has partnered with *Campbell's* across the nation in the "Help Grow Your Soup!" campaign. The tomato plants that will be transplanted on May 2 grew from *Campbell's* tomato seeds that were cultivated in the Camden Children's Garden greenhouse, and are now being planted in this community garden so that Camden residents can grow their very own *Campbell's* Soup tomatoes.

For more than 70 years, *Campbell's* has been cultivating seeds for the quality tomatoes that are used in their popular soups. In its new campaign, the Campbell Soup Company plans to distribute two million tomato seeds across the United States in an effort to grow more than one billion tomatoes. To obtain free seeds to grow your own *Campbell's* tomatoes, purchase a can of *Campbell's*® condensed soup, and go to [www.HelpGrowYourSoup.com](http://www.HelpGrowYourSoup.com).

Campbell's Soup Foundation is a long-time supporter of the Camden City Garden Club's programs, including Community Gardening in Camden (now in its 25th year), Grow Labs in Camden schools (in its 20th year), Youth Job Training Program for Camden youth (in its 15th year), and the Camden Children's Garden (in its 10th year).

"*Campbell's* has been a driving force and a vital partner for decades, growing the Camden Children's Garden and our programs through grants, volunteerism and sponsorship," said Mike Devlin, Executive Director of the Camden Children's Garden.

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## Robert Wood Johnson Foundation's Faith-Based Advocacy: Galvanizing Communities To End Childhood Obesity.

The Ninth & Sylvan Street Community Garden broke ground on Martin Luther King Weekend 2009, as part of Camden's Faith-Based Initiative, which is supported by a grant from the Robert Wood Johnson Foundation (RWJF).

RWJF supports programs that address childhood obesity by improving access to low-cost, healthy foods, by encouraging more physical activity, and by enhancing nutrition/exercise education in schools and communities. In a new multimillion-dollar initiative, RWJF has joined with 21 faith-based coalitions across the country to help prevent childhood obesity by increasing access to healthy foods and physical activity through community advocacy.

The Camden City Garden Club was named one of those coalitions, as it partners with religious and neighborhood organizations to advocate community gardening. This garden, one of 14 community gardens built in partnership with the Faith-Based Initiative, is located near the Woodland Avenue Presbyterian Church, where parishioners and neighbors work with AmeriCorps volunteers to grow their own produce. Volunteers of AmeriCorps NCCC (National Civilian Community Corps) strengthen communities and develop leaders through direct team-based national and community service. Two teams of AmeriCorps volunteers live in Camden neighborhoods throughout the year, splitting their working time between the Community Gardening Program and the Camden City Garden Club's programs, such as the Camden Children's Garden.



### Garden Club's Community Gardening and Grow Lab

This community garden is one of more than 40 built and maintained by the Camden City Garden Club. The Camden Children's Garden/Camden City Garden Club has been involved with community gardening in Camden for 25 years. Today, more than 1,000 Camden residents participate in the program. The Camden City Garden Club helps members who wish to clean up vacant, city-owned, trash-strewn lots and transform them into beautiful and productive community gardens. Neighbors come together to beautify vacant lots and to grow fresh, nutritious fruits and vegetables for their families. At a time when food security and childhood obesity are major issues, community gardens offer access to wholesome foods and healthy lifestyles. In addition, the Camden Children's Garden educates the city's children through its Grow Lab Program, which helps elementary schoolchildren learn about science, math and nutrition through horticulture. The Grow Lab Program installs mini-greenhouses in classrooms to teach students in grades K-8 about growing their own produce. The youngsters then take these skills home to their neighborhood community gardens.



### The Garden Club's Youth Program

Many of these community gardens were developed with the assistance of teenagers who are part of the Garden Club's Youth Employment & Training Program, sponsored by the Campbell Soup Company and other generous donors. Over the past 15 years, the Garden Club's Youth Program has employed many Camden high school students, some of whom are studying landscape design and are members, some even officers, of their local FFA Chapters. The Camden Children's Garden /Camden City Garden Club is proud that 99% of its Youth Program employees have remained in high school, several have enrolled in college, and some have become full-time employees of the Camden City Garden Club.



### 'Celebrate Our Milestones':

As you can see, 2009 is an exciting year for the Camden Children's Garden/Camden City Garden Club as it celebrates the milestones of its inspiring programs. We invite you to the "Celebrate Our Milestones" Garden Party, scheduled for June 12, 2009, at 6:00pm, where guests will be able to enjoy the "Champions of Children" Awards, entertainment, a silent auction, and dining in the enchanting 4-acre gardens in full

bloom. Please contact the Camden Children's Garden at (856) 365-TREE for additional information on attending, sponsoring, donating auction items and/or purchasing advertising. Help **Celebrate the Milestones** of programs that continue to change the lives of Camden families every day:

 Community Gardening in Camden - In its 25<sup>th</sup> Year!  Grow Labs in Camden Schools- In its 20<sup>th</sup> Year!  
 Youth Job Training for Camden Youth - In its 15<sup>th</sup> Year!  Camden Children's Garden - In its 10<sup>th</sup> Year!

**The Camden Children's Garden** wants you to...*Come Outside and Play!* The Garden is open 10:00 am to 4:00 pm Wednesday through Friday, and 10:00 am to 5:00 pm Saturday and Sunday (closed on Thanksgiving, Christmas and New Year's Day). Admission to the Garden is \$6 for adults, \$4 for children (age 3 -11) and free for children two years and under. Additional information is available online at [www.CamdenChildrensGarden.org](http://www.CamdenChildrensGarden.org), or call (856) 365-8733.

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